



Board Meeting Agenda  
May 9, 2023  
Legislative Conference Room #318 and  
Via Zoom

Present: Richard Weiss, Alana Mikhalevsky, Marjorie Keith, Daniel Leary, Don Minichino, Walter Recher, Kimball Gell, Dylan Miyoshi, Robert Zubrycki, Chris Ryder, Dr. Mark Hirko and Kerrie Pratt

Absent: John Kraus

Guest: Bill Nulk

Staff: Kathleen Abels, Rachael Paradise

- I. 9:01 a.m. Call to Order
- II. Introduction of Kerrie Pratt, District Director, Central Hudson Gas and Electric: The Board of Directors voted to add Kerrie Pratt to the board. *The motion was made by Marjorie Keith, seconded by Richard Weiss and unanimously approved.*
- III. Treasurer/Audit Report: Mr. Weiss noted that the audit was completed by a new firm. The Paris Report was not done before the March 31 deadline, but it was completed in April and approved without penalty. *A motion was made to approve the audit report, seconded by Don Minichino and unanimously approved.*
- IV. Marketing Committee Report: (see attached)
- V. During the meeting Putnam County Executive Kevin Byrne stepped in the welcome everyone and say hello.
- VI. Real Estate Report: Mr. Minichino reported that industrial development is going OK. Commercial real estate sales are still doing well. According to Mr. Minichino, the Barns on Stoneleigh Avenue sold for \$7 million. Bill Nulk reported that the IDA has been going through some changes, noting that stricter rules coming from the state.
- VII. President's Report: (see attached)
- VIII. New Business: The Event Committee will set up a meeting to start planning our fall breakfast symposium. We will check with chambers and other area business
- IX. Adjournment – 10:17 a.m.: Motion to adjourn meeting approved.

**Next meeting is July 11, 2023 at 9 a.m.**

**PCEDC Marketing Committee**

**Walter Recher**

**Don Minichino**

**Chris Ryder**

**May 9<sup>th</sup>, 2023**

### **Developments and Activities**

- Marketing Committee Chair Walter Recher met with website management consultant Caroline Genovese, PCEDC President Kathleen Abels and Administrative Assistant Rachael Paradise to review and offer recommendations on website
- Met as Marketing Committee to review best locations for drone photos and discuss marketing plans for events and social media campaign, and to discuss budgeting for 2023 utilizing an outside contractor
- Contacted two companies to inquire about quote to take aerial drone photos of major Putnam County locations for updated website
- Engaged in discussion with Nick Madeo of Madeo Multimedia to gather input on a marketing/PR video his company would produce, integrating updated website visuals, last year's PCEDC Fall Symposium
- Shared photos via Dropbox with Carol Genovese for website

**President's Report**  
**March 14, 2023 – May 8, 2023**

Continued participating in quarterly Red-Carpet meetings.  
Continued weekly, in-person collaboration meetings with Tourism.

Continued serving on Board of Directors for Town of Southeast Cultural Arts Coalition and for Friends of Lasdon Park and Arboretum.

Sent out several site searches for Empire State Development to commercial realtors.

*Film Putnam* presses on. Portions of *Severance* were filmed in Cold Spring. Portions of *The White House Plumbers* were filmed in Garrison

03/15/23 - Attended Governor Hochul's presentation at 800 Westchester Ave in Rye, NY.

03/21/23 – Attended Mid-Hudson Regional Economic Development Council Workgroup Meeting.

03/23/23 – Attended Hudson Valley Gateway Realtor's Association (HGAR) meeting in White Plains as a panelist on their Economic Round Table for the Lower Hudson Valley.

03/28/23 – Met with Alana Daly Mikhalevsky for an introduction to Kerrie Pratt, District Director for Central Hudson.

03/29/23 – Meet with Carol Genovese , Rachael Paradise and Walt Recher to begin website redesign. Our Board of Directors approved via email hiring Carol for this website rebuild.

03/30/23 – Met on site with representative of Urstadt Biddle regarding possible future uses for Shoprite Plaza in Carmel.

04/04/23 – Attended pattern for Progress' "Across the Aisle" forum at Marist College featuring US Congressmen Marc Molinaro and Pat Ryan.

04/13/23 – Attended Town of Southeast town Board Meeting in evening.

04/18/23 – Met with representative for NYS Parks & Rec at Old Town Hall in Brewster to discuss the administration of the CFA Round XII Award of \$500,000 through the Regional Economic Development Council Initiative from the Environmental Protection Fund. This money will be used to repair and preserve Old Town Hall. A tour of the Old Town Hall Theater was conducted.

04/19/23 – Video conference with rep from *Constant Contact*, to which the PCEDC is now subscribing.

04/25/23 – Attended Cold Spring Chamber of Commerce Meeting

04/26/23 – attended quarterly Red Carpet meeting  
Met with Acting Commissioner of Planning John Tully regarding upcoming meeting for elected officials, potential vendors, businesses and utility company representatives on strategic Planning for EV Charging in Putnam County.

05/02/23 – attended Continuing Ed class on AI

05/04/23 – hosted EV Charging Meeting in collaboration with Tourism and Planning at TOPs Building in Carmel.

Miscellaneous – Putnam County leads the region with the lowest unemployment rate at 3.3%

Putnam County was named healthiest County in NYS again in “County Health Rankings and Roadmaps” as published by the University of Wisconsin Population Health Institute.